

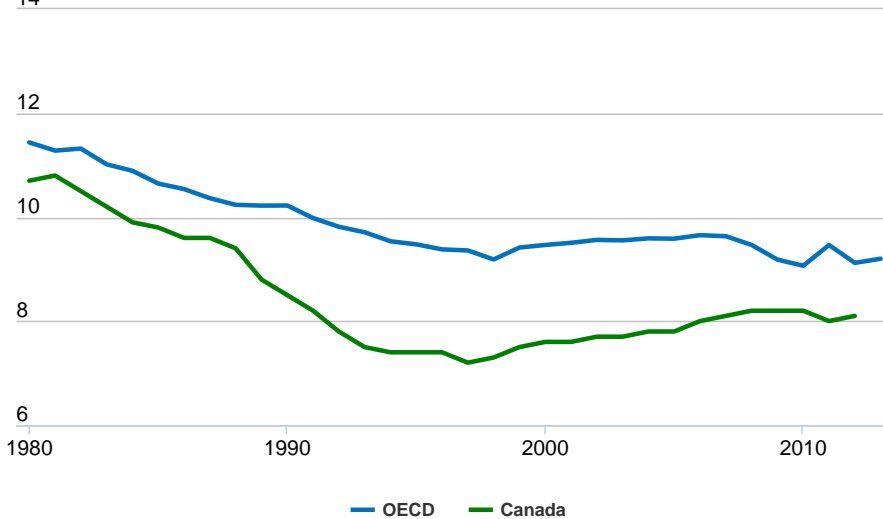
Tackling Harmful Alcohol Use

Country note - Canada

Consumption Trends

Levels of alcohol consumption in Canada are close to the OECD average and have remained relatively stable in the last 20 years. In 2012, an average of 8.2 litres of pure alcohol per capita was consumed in Canada, compared with an estimate of 9.1 litres in the OECD.

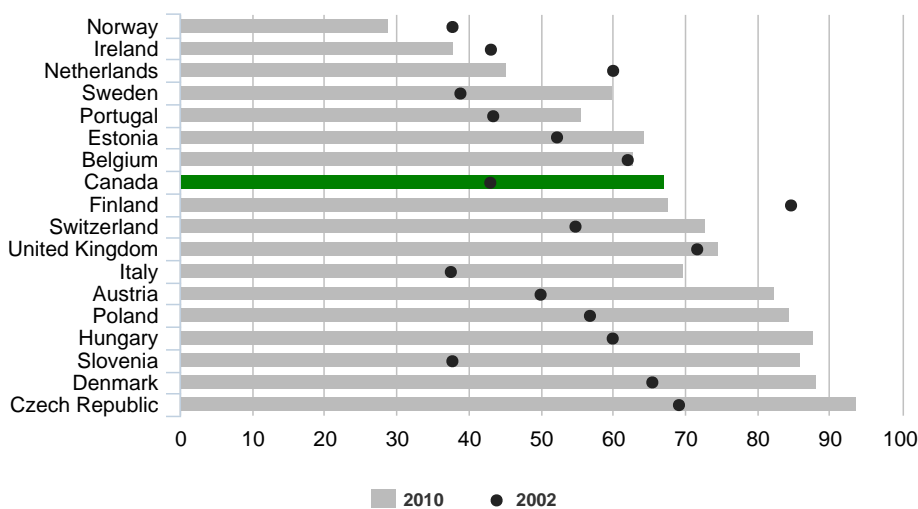
Annual alcohol consumption per capita
liters of pure alcohol component, 15-year-olds and older



Youth Drinking

Initiation into alcohol drinking happens at increasingly early ages. In Canada, the proportion of 15 year olds who have experienced alcohol increased from 43% in 2002 to 67% in 2010.

Share of 15-year-olds who have drunk alcohol
boys and girls, 2002 vs 2010



Drinking and Social Disparities

Large socio-economic disparities in hazardous drinking rates exist in both men and women. The probabilities of an average individual aged 40 to engage in hazardous drinking (i.e. having a weekly amount of pure alcohol of 140 grams or more for women, and 210 grams or more for men) are depicted below by level of education. In Canada, women with high education are almost three times more likely to be hazardous drinkers than less educated women, while the education-related gradient for men is less clear.

Share of hazardous drinkers by education level and gender

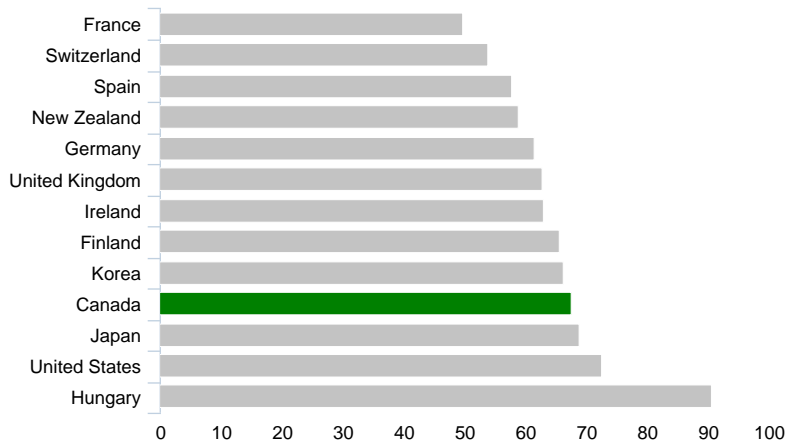
	Canada		Country 2	
	men	women	men	women
Low education	5.6	1.0		
Medium education	7.0	2.2		
High education	6.3	2.6		

Heavy Drinkers

The distribution of alcohol drinking is heavily concentrated. In Canada the heaviest-drinking 20% of the population drink almost 70% of all alcohol.

Concentration of alcohol consumption

Share of total alcohol consumed by the 20% of the population who drink the most



Taxes & Legal Framework

Compared with other countries in the OECD area, Canada has somewhat milder levels of taxation of alcohol at the federal level, but minimum prices and markups are enforced in several provinces, which contribute to raising prices. The blood alcohol concentration (BAC) limit for drivers is set by Provinces and Territories, and varies between 0.05% and 0.08% (the latter being the highest level in OECD countries) but all Provinces and Territories apply a zero-alcohol tolerance policy for young drivers. Canada has adopted a wide-range of policies to regulate on- and off-premise sales of alcoholic beverages but regulation of the marketing of alcoholic beverages (e.g. on sponsorships and sales promotions) is more limited.

	Canada	[Country 2]
National legal minimum age for off-premise sales		
beer	subn	
wine	subn	
spirits	subn	
National legal minimum age for on-premise sales		
beer	subn	
wine	subn	
spirits	subn	
Restrictions for on-/off-premise sales of alcoholic beverages		
time (hours/day)	Y/Y	
location (place/density)	Y/Y	
specific events	Y	
intoxicated persons	Y	
petrol stations	Y	
National maximum legal blood alcohol concentration (%)		
all drivers	subn	
young drivers	0	
professional drivers	subn	
Legally binding regulations of		
advertisement	Y	
product placement	N	
sponsorship	N	
sales promotion	N	
health warnings (advert/containers)	N/N	

Related Publication

Tackling Harmful Alcohol Use

<http://www.oecd.org/health/tackling-harmful-alcohol-use-9789264181069-en.htm>



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